

"THE WOOD ETHERAL"

**CYPRESS**

FOR

**SHINGLES**

(OF COURSE)

**CYPRESS**

POCKET LIBRARY

VOL. 7

A "YES" BOOK



He Who Looks  
Before He Leaps  
Builds of CYPRESS  
and  
Builds "For Keeps"



WHATEVER YOU ASK  
A SHINGLE  
TO BE--or TO DO--A  
*CYPRESS*  
SHINGLE ALWAYS  
ANSWERS "YES!"

PRINCIPAL CONTENTS:

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Eighth Edition, January, 1922.

**A CYPRESS SHINGLE ENTHUSIAST** recently wrote us that as far as he knew "very small children were the only people who did not favor *CYPRESS* shingles, and their objection was based entirely on the meritorious fact that 'Cypress never wears out.' "

It is, however, ancient wisdom that "'Tis an ill wind that blows nobody good," and what in the above case might be "a spiritual trial to the erring babe" is, by the same **Eternal** quality, a most substantial benefit to the house-owner.

The instances cited in this booklet proving the almost incredible durability of **CYPRESS SHINGLES** in every day commonplace use, and under the most severe and varied climatic tests, are but a fraction of the cases on record, historically authenticated and more than convincing to the most conservative mind.

Nobody wants to remain a skeptic when they lose money by it—and "Facts is Facts."



The best way to start a  
shingle book is this—

# WHAT DO YOU DEMAND OF A SHINGLE?




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It must *LAST*.....Page 4-12  
Must Not Taint Water .. ..... " 14-19

*Page Three*

**CYPRESS BEST FOR "ALL  
OUT-DOORS"**

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**YOU WANT A SHINGLE TO LAST.**  
So did Thos. Lyon. (He knew how.)

**IN 1640**

he built him a house in Greenwich,  
Conn., on land granted him by  
Charles I. and among the many  
others on its roof and sides he nailed

**THIS SHINGLE**



Without any exterior repairs of  
consequence at last accounts **THIS  
HOUSE WAS OCCUPIED AS A  
RESIDENCE.**

"**OLD TOM LYON**" knew what  
kind of shingles to buy--and that's  
the kind he bought.

**CYPRESS**

(OF COURSE)

"**AND NO SUBSTITUTES**"

The experience and wisdom of  
**TODAY** say—"Go and do likewise."

YOU  
WANT  
YOUR  
SHINGLES  
TO LAST.

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(That is ONE thing sure.)

You want your Shingles to Last.  
So you will not have to be re-shingling every little while. Then buy shingles that are "LASTERS."

*Page Five*

## **CYPRESS STOPS PROPERTY DEPRECIATION**

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Is 228 years of continuous service a pretty fair record for a bunch of shingles?

The Bergen homestead in Brooklyn, N. Y., was built in 1662 and was roofed with cypress shingles which survived until 1890 when the old house was torn down and replaced by another building.



Above is a photograph of a Cypress Shingle, not "touched up" but exactly as it came from the Bergen Homestead when razed. (This house figured conspicuously in the history of the American revolution ) "Cypress lasts forever."

*Page Six*



**INVEST—DON'T SPECULATE. USE CYPRESS**

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## **Here's a Photograph** without any "artistic license," of the ancient brick Sanctuary known as **GREENHILL CHURCH**



It was built in 1733 in Greenhill, Md. It was roofed with **CYPRESS SHINGLES** and for 153 years, or until 1886, needed and received no repairs. *The Cypress roof is in better condition than the brick walls.* Photographs of this and other structures equally antiquated are in the possession of the Southern Cypress Manufacturers' Association, duly authenticated by historical records, as well as borne out by the experience of the present century with **CYPRESS SHINGLES**.

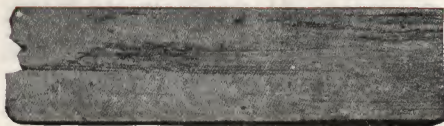
*Page Seven*

## **CYPRESS    T H E   W O O D E T E R N A L**

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**THE AUSTEN FAMILY** put up their domicile at Clifton, Staten Island, N. Y., in **1710.** They shingled it with **CYPRESS**, "of course." **HERE IS A PHOTOGRAPH** (straight from the wood) of one of those original Cypress Shingles.

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It is as sound as a dollar. At last accounts this house was still occupied by descendants of its original builders, and the original **CYPRESS** was almost as good as ever after 200 years of daily weathering.

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## THE WOOD CYPRESS THAT LASTS

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Now we come to the heroic Commodore Stephen Decatur who did so much to immortalize the American Navy, — and whose parents were just as good **SHINGLE BUYERS** as their son was a naval commander. They built their house of solid Cypress — and it took a cyclone, over 110 years later, to even so much as injure it.



In this house (all CYPRESS) in Sinepuxent, Md., Commodore Decatur was born, January 5, 1779. In 1884 a cyclone left it as photographed above—wrenched and half-denuded, BUT NOT DECAYED. CYPRESS is equal to an insurance policy against all ordinary Depreciation and Repairs. *Try it.*

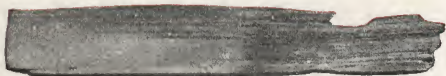
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## **CYPRESS BEST FOR "ALL OUT-DOORS"**

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ANDREW JOLINE, IN 1735, built a home for himself in Elizabeth, N. J., roofing and siding it with **CYPRESS SHINGLES**, and at last reports it was in good enough state of preservation to be still occupied as a residence. (Quite a record.)

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*(Photographed in March, 1911.)*

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Above is a photograph (right from the wood with no "retouching") of a **CYPRESS SHINGLE** from Andrew Joline's house (1735). (Very good condition after 176 years of heavy weather.) **WHY SHOULD YOU HAVE TO BOTHER WITH REPAIRS, ANY MORE?**

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**INVEST—DON'T  
SPECULATE. USE CYPRESS**

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**THE DRISCOLL FOLKS** called this little Cypress house their home.



It was built in 1767, near Annapolis, Md. and was nothing but Cypress. If they had used ordinary woods they would have been rebuilding it before the end of that century.—“But Cypress lasts forever,” Why incur exasperating repairs—and thus duplicate the original cost? **WHY?**

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# CYPRESS THE WOOD ETERNAL

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## THIS CYPRESS SHINGLE



was taken in November, 1910, from the old Catholic church at Grand Coteau, La., **BUILT IN 1819.** This church was in continuous use for worship 91 years, without ever being resingled or painted. When razed in 1910 the Cypress lumber (of which it was made throughout) was used in building an open-air gymnasium for St. Charles college.

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## AND HERE IS ONE FROM



the Cypress Shingle Roof of Mr. T. S. Nunn's house, in Uvalde, Texas, built in

**1884**

' His roof never has been repaired, nor treated with any preservative, and never has leaked "Cypress averts repairs."

*Page Twelve*

**"BUILD BUT  
ONCE"—USE CYPRESS**

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**CYPRESS SHINGLES**

possess the added virtue of having more wood in them and of weighing more than any other shingles now on the market. It is also true that the life is not roasted out of them in dry kilns.

Cypress shingles average straighter, "Clearer," truer and more uniform in width than any others.

They "run true to form."

*These were taken*



*at random from an*



*average bundle and*



*photographed as you see them*



**CYPRESS SPECIFY IT —  
INSIST ON IT**

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## CYPRESS

SHINGLES PERFECT  
AFTER 23 YEARS USE  
IN NEBRASKA. (Dry Climate.)

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Some people say that somebody else told them that they had heard somewhere that "Cypress shingles are not so well adapted to a dry climate," etc.

But they never seem to know  
of any such cases in fact.

On the opposite page we show the best of proof that Cypress (for shingles or any other use) is just as much of an "old reliable" in one place or one climate as in another.

*Page Fourteen*



**INVEST—DON'T  
SPECULATE. USE CYPRESS**

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**THIS PHOTOGRAPH**  
• (taken in March, 1911) is of



**DISTRICT SCHOOL NO. 18  
FILLMORE, NEBRASKA**  
It was built in **1888** and the  
**CYPRESS SHINGLES** are  
“good for 20 years more”

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**BROWN AUTOMOBILE CO.,**

Fairmount, Nebraska April 6, 1911.

Southern Cypress Mfrs. Ass'n., New Orleans, La

Dear Sirs. In order to prove the durability of Cypress shingles, even in this dry Nebraska climate, we are sending you a photo of a school house built in 1888, twenty-three years ago. I was the contractor.

The writer personally remembers that lot of shingles as the finest that he ever laid, and to this day not a shingle has blown off the roof and from the general appearance is **GOOD FOR TWENTY YEARS MORE.**

Yours truly, **W. S. BROWN**

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*Cypress Shingles are Money Savers*

*Page Fifteen*

## **CYPRESS** **STOPS PROPERTY DEPRECIATION**

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### **CYPRESS**

won the prize offered in 1907 by the California Wine Growers' Assn. for the best substitute for white oak as a material for wine barrels.

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### **WHAT THIS MEANS TO CYPRESS SHINGLE BUYERS**

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consists in the fact that, aside from "density" or non-absorbent qualities, the principal point considered was, of course, that of not tainting and not discoloring the most delicate of wines.

Of all things, wine is the most susceptible to contamination. The arbitrary requirement was that "THE WOOD MUST IMPART NO TASTE, COLOR OR ODOR TO THE SUBSTANCE CONTAINED."

Of all the great number of woods entered in the competition, **CYPRESS ALONE** met this test without qualification—and took the prize.

With this record, Cypress can be relied on not to "defile the rains of heaven" as they fall upon your roof-tree and trickle into your treasured cistern.

*Page Sixteen*

THE WOOD **CYPRESS**  
THAT LASTS

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YOU WANT  
SHINGLES  
THAT WILL NOT  
“STAIN the RAIN  
AS IT FALLS”

AND THAT  
WILL NOT GIVE  
the WATER “THAT  
WOODY TASTE”

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The only shingles made that meet  
the above sensible requirements are

**CYPRESS**

SEE FOLLOWING PAGES FOR PROOF

*Page Seventeen*

**CYPRESS** BEST FOR "ALL  
OUT-DOORS"

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Modern residence in Maplewood, New Jersey, with sides and roof entirely of "Everlasting"

## **CYPRESS** SHINGLES

(The essence of modernity of Taste—and the application of the most ancient of Wisdom in the selection of "The Wood Eternal.")

*Page Eighteen*

## **"BUILD BUT ONCE"—USE CYPRESS**

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Nothing is more annoying to the owner of a new house (or a new roof) than to "turn the water off" onto the ground (when the cistern needs replenishing) for rain after rain until the "newness" wears off the roof. (And some roofs stain the water or make it taste "woody" as long as they last—which with some kinds of shingles needn't be long.)

The only alternative to this loss of good soft water is to risk the staining of clothes in the wash, and the toleration of a "roofy" flavor that cannot be filtered out.

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### **CYPRESS SHINGLES NEITHER STAIN NOR TAINT THE WATER**

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They are the only kind that do not.

**CYPRESS** shingles — "and no substitutes!" — is the prescription.

**AVOID EXTRA WIDE  
SHINGLES — THEY'LL  
SPLIT**

and, contrary to an idea held by some, you **DO NOT GAIN ANYTHING** by going after wide ones, (except a trifling but expensive saving in the laying).

If only the regulation 2 nails to a shingle are used in laying extra wide shingles you might almost as well save nails altogether and “stick them in place with chewing gum.”

Some carpenters who care more for haste than they do for their own reputations or

**INVEST—DON'T  
SPECULATE. USE CYPRESS**

for **your** welfare, like abnormally wide shingles, because they only put 2 nails to a shingle anyhow and therefore can make something that "looks like a roof" in short order.

The alternate soaking and baking that a roof has to stand will cause a very wide shingle to "buck" and then split. There is no help for it. **Moral:** use only **standard width** shingles, 4, 5 or 6 inches wide by 16 inches long.

Then be sure you get **CYPRESS Shingles—because CYPRESS LASTS FOREVER.**

## **CYPRESS THE WOOD THAT LASTS**

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We think it worth repeating—Very wide shingles should be **AVOIDED** — in fact you should refuse to buy them as they are much more apt to **SPLIT, WARP** and **BUCKLE**. Experience teaches that no shingle should be used if wider than **6 INCHES**.

All of the better grades of Cypress shingles are manufactured in dimension widths of 4, 5 and 6-inches and they are 16-inches long. Ornamental butts are always 5-inches wide. In thickness, Cypress shingles are known as "5 to 2," meaning that 5 butts (that is, the **THICK** ends of 5 shingles placed together) measure 2-inches. Many shingles in the market are skimmed down to "6 to 2." You don't want them.

The top Cypress grade is an all-heart, clear shingle, and known as "Bests." The second grade is known as "Primes." The third is known as "Economies," etc.

Throughout a greater portion of the country cypress shingles cost a little more than other varieties but they are worth much more than the slight difference in first cost, and are still the cheapest buy for a roof covering. Cypress shingles are by all odds the cheapest figured by the year of loyal service. They stop the repair bills.



## AN IMPORTANT FACT:

**"ALL-HEART" CYPRESS SHOULD BE  
A FEW WORDS EXPLAINING WHY  
SPECIFIED FOR NON-ROT USAGES.**

All trees, in terms of lumber contents, consist of two parts, the "heart" material, or mature wood constituting the inner bulk of the trunk, and the series of rings (of solid wood—not bark) known as "sap," which vary in thickness from one inch to four inches, or thicker, and which are the newer growth, and which, in due course, will become an addition to the "heart" wood, and be, in turn, replaced by still newer "sap" growth beneath the bark of the expanding trunk.

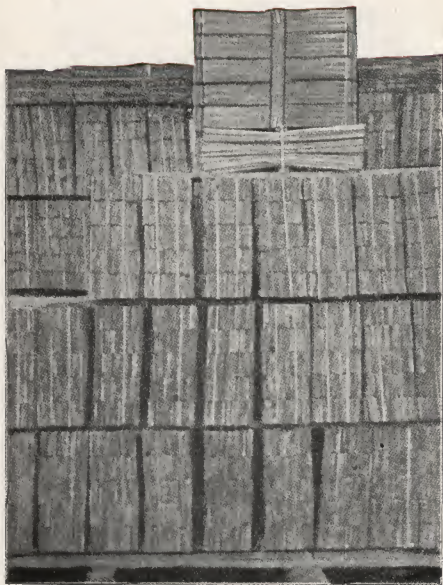
The "heart-wood" of almost all trees is somewhat darker in color than the "sap-wood," and in most species—is easily distinguishable.

"Sap" cypress, like the sap part of all other woods, is less solid and compact and therefore is not recommended for special endurance against decay. It has not yet enough of the singular essence known as "cypressene" to adequately protect it from decay germs, and in this respect is not conspicuously more enduring than the corresponding part of other trees. The "HEART-WOOD" OF THE CYPRESS is, however, thoroughly impregnated ("vaccinated," as it were), and it is the ALL-HEART WOOD OF CYPRESS that has made its historic fame as "the wood eternal."

It is obvious that for numerous uses the sap material is just as good as the heart, but for those uses where resistance to decay is a vital factor it is essential that "ALL-HEART" be specified. Best let your contractor or dealer know that you know this, when ordering.

**CYPRESS SPECIFY IT —  
INSIST ON IT**

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**CYPRESS**

**“4 INCH BESTS”**

*Page Twenty-four*

**HOW  
SHINGLES  
ARE  
COUNTED**

**(Did You Know?)**

In counting shingles, whether Cypress or any other kind, four inches of width is one shingle, irrespective of the actual width of the individual piece. Thus, there would be one thousand actual pieces if a thousand 4-inch shingles were purchased, 667 actual pieces if 6-inch shingles were purchased, and a sufficient number to lay "side by each" for a distance of 4,000 lineal inches if random widths were purchased.

## **IMPORTANT FACTS ABOUT NAILS:**

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No matter what shingle is used, whether Cypress or any other kind, the old-fashioned cut nails should be used, but it would really pay to go to the extra expense of buying zinc or copper nails. Cypress contains absolutely no acid which will rust a nail, but any roof will sweat sufficiently in alternate dryness and moisture to rust the ordinary wire nails now on the market. Wire nails for the roof or even the galvanized nails are no good for this purpose. The latter might as well be dipped in consomme for all the good it does. As stated, this condition applies to all shingles and not alone to C y p r e s s Shingles.

**"BUILD BUT ONCE"—USE CYPRESS**

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**TWO EXTRACTS FROM  
SPECIFICATIONS**

now used by increasing numbers  
of the best-posted Architects:

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**ALL LUMBER** used throughout (excepting only girders, joists, rafters, braces and interior floors) to be selected **CYPRESS**, and to be the best of the grades specified. **PORCH FLOORS** to be all of **CYPRESS**.

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**EXTERIOR FINISH.**

Walls and roof to be covered with No. 1 sawed **CYPRESS SHINGLES** exposed to the weather on roof four and one-half inches ( $4\frac{1}{2}$ " ) and on walls five inches (5"). At the option of the Owner, the exterior walls to be covered with No. 1 **CYPRESS SIDING**, six-inch and four-inch widths,  $4\frac{3}{4}$  inches and  $1\frac{3}{4}$  inches to the weather. All angles to be carefully mitered and fitted.

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**CYPRESS THE WOOD  
ETERNAL**

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**“HERE AT LAST!”**



OUR  
**CYPRESS**  
SHINGLES

(“of course”)

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We hope **YOU** will enjoy **YOUR** Cypress Shingles and live long—and speak well of Cypress—because you *believe* in it.

*Page Twenty-eight*

## OFFICIAL CYPRESS SHINGLE GRADING RULES:

**Bests**—A dimension shingle, 4, 5, and 6" in width, 16" long, each width packed separately, 5 butts to measure 2", to be all heart and free of shake, knots and other defects.

**Primes**.—A dimension shingle, 4, 5 and 6" in width, 16" long, each width packed separately, 5 butts to measure 2", admitting tight knots and sap, but free of shake and other defects, but with no knots within 8" of the butts.

This grade may contain shingles clipped two-thirds of the width and one-eighth of the length on the point.

**Star a Star**.—A random width shingle 3" and wider, 14" to 16" long, otherwise the same as primes.

**Economy**.—Dimensions 4, 5 and 6," each width separately bunched, admitting sap and sound knots, may have slight peck 5" from butts, imperfections on points no objection and admitting 14" shingles.

## **CYPRESS STOPS PROPERTY DEPRECIATION**

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**Upper Tens.**—Dimensions 5" and 6," each width separately bunched, admitting sap and sound knots, may have small peck 5" from butt, imperfections on point no objection. 5 butts may measure  $1\frac{3}{8}$  to  $2\frac{1}{2}$ " admitting 14" shingles and may vary as much as  $\frac{5}{8}$ " in width.

**Lower Tens.**—Dimensions 5" and 6" admitting any shingles that will not go into above grades, but must be free from holes except pin worm holes and may vary as much as  $\frac{1}{8}$ " in width.

**Clippers.**—All shingles below the above grades which are sound for 5" from the butts, worm holes and slight peck excepted, random widths  $2\frac{1}{2}$ " and wider.

The count of our manufacture of shingles, of all grades, is based on 4,000 lineal inches in width, making 1,000 standard shingles, consequently there would be only 667 6" shingles packed and counted as 1,000 standard shingles; 5" dimension being counted in like proportion.—Southern Cypress Manufacturers' Association.



## **"BUILD BUT ONCE"—USE CYPRESS**

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**CYPRESS** shingles will not stain or taint drinking water in any way, which cannot be claimed for any other shingle on the market.

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### **DOES CYPRESS stand WEATHER ?**

GUSTAV STICKLEY, the "Craftsman"—"I, myself, have found Cypress shingles on buildings 150 years old, still sound and durable."

NAT'L ENGINEERING CO., Saginaw, Mich.—"Although distinctly a Southern wood, Cypress gives equally good results in the coldest climate."

F. P. GRAVELY, Architect, New Orleans—"In remodeling old buildings, we have removed Cypress which had been in place over 50 years yet was in excellent condition."

GEO. F. HEATH, Bennington, Vt.—"In my experience, Cypress has been exposed to drip, water-soak, sun and sweat for 6 years—not in the least affected."

W. B. GRAY, Louisville, Ky.—"My Cypress roof is now 14 years old WITHOUT NEEDING ATTENTION—Cypress is largely taking the place of other woods for outside building finish."

FATHER MARING, S. J., Prest. St. Charles College, La.—"The sills, siding, etc., on our old church, built in 1819, are still in perfect condition, and we still use the old building as a hall." (Hundreds of other letters.)

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**We want you to investigate the merits of CYPRESS for use in many other ways and believe we can give you real help. Will you write our All-Round Helps Dept.?**

**Southern Cypress Mfrs.'  
Assn., New Orleans, La. and  
Jacksonville, Fla.**

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*Insist on Trade-Marked CYPRESS from your local dealer. If he hasn't it, let us know.*

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**HE HAS IT—OR WILL GET IT**

*Page Thirty-one*

CYPRESS possesses so remarkable an *investment value*—for so great a variety of uses, indoors and out, from fine library doors to pasture fences—that it is well described as “the world’s most *valuable* wood,” *though by no means an expensive one.*

“CYPRESS lasts forever.” It does not warp or shrink or swell like most woods—it *takes paint perfectly*—and it *defies decay* if used *without paint or even a filler.*

Well is it said—“*cut out your repair bills—build of CYPRESS at first,*” and that “*he who builds of CYPRESS builds but once.*” **YOU TRY IT.**

# PUBLIC NOTICE:

## *How you can be sure that CYPRESS is CYPRESS?*

Of course you want Cypress, "the Wood Eternal," for all uses where it represents the highest utility and ECONOMY. But—how are you to know that what you get is Cypress? And, if it is Cypress, how can you tell that it is the genuine decay-defying

## "TIDE-WATER" CYPRESS?

"TIDE WATER"

CYPRESS MANUFAC-

TURED BY ASSOCIA-

TION MILLS IS NOW



IDENTIFIED BY THIS TRADE-MARK

The one way for you to be sure that the Cypress you get was grown in a region best enough to the count to possess the MAXIMUM of up-*standing* quality is to refuse all but genuine "TIDE-WATER" CYPRESS—and the only way to know that you're getting Tide-water Cypress is to *look* (and keep on looking) upon **SEEING WITH YOUR OWN EYES** the REGISTERED TRADE-MARK of the Southern Cypress Mills Assn., stamped *invariably* in one or both ends of EVERY CYPRESS BOARD OR TIMBER and on EVERY BUNDLE of "small stocks" such as flooring, siding, moulding and shingles. This is the mark to **BUY BY**—now that every piece of the TRUE "Wood Eternal" made by a member of the established and ever-watchful Association is at once identified by its maker and "O. M. A." by the Association itself. "Hic by the Cypress Arrow."

# CYPRESS

"THE WOOD ETERNAL"



**BUY YOUR CYPRESS  
OF YOUR OWN LUMBERMAN**  

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**HE HAS IT—OR WILL GET IT**

**INSIST ON GENUINE  
"TIDEWATER" CYPRESS.**

**IDENTIFY IT BY THIS TRADE-  
MARK IN THE END OF EVERY  
BOARD AND ON EVERY BUNDLE**



**Trade Mark Reg. U.S. Pat. Office**

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